



## **For Immediate Release**

### **Toronto Outdoor Art Exhibition Announces New Executive Director**

**Toronto, October 26, 2009** –The Board of Directors of the Toronto Outdoor Art Exhibition (TOAE) welcomes **Lila Karim** as the new Executive Director of TOAE, Canada’s largest three-day, outdoor art event, which is visited by tens of thousands of visitors annually at Nathan Phillips Square.

Lila comes to TOAE from the world of film arts and has more than a decade of proven experience in sponsorship, special event planning and production, as well as financial and strategic planning. She was previously the Managing Director of the ReelWorld Film Festival and Foundation, and Manager of Script Development & Communications with Astral Media The Harold Greenberg Fund, a national not-for-profit funding organization.

“Lila brings extensive experience in the arts and culture sector to the Toronto Outdoor Art Exhibition. We are very pleased to have her as part of the TOAE team and look forward to leveraging her expertise to the visual arts and crafts community.” said Flavio Belli, President of the Board of Directors.

Preparations are already underway for the 2010 show which will take place July 9, 10, 11, 2010 and applications will be available online by mid-December.

“This is an exciting time for TOAE. Attendance is at an all-time high by both visitors and artists. I’m very excited about preparing for TOAE’s 50<sup>th</sup> anniversary celebrations in 2011.” said Lila Karim.

The Toronto Outdoor Art Exhibition offers a fresh-air alternative to conventional art shows and galleries. TOAE is a charitable non-profit organization supported by a group of volunteers active in the arts and corporate communities.

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